

### Public Health Implications

The availability of reduced risk cigarettes can help assess effects on:

- Smoker initiation/cessation trends
- Former smoker relapse

### Public Health Implications

In the absence of any data, the only way to gauge effects is to conduct a behavioral study among product buyers under actual market conditions

RJR offers unique opportunity in 2000

- Test market of ECLIPSE
- Complete list of all buyers
- Independent study, facilitated by RJR, would provide valuable insight in near term

### Lessons Learned

#### I. Consensus needs to be developed for evaluating reduced-risk cigarettes

- Standards for assessing risk reduction with cigarettes different from standards for safety and therapeutic efficacy

##### Implications

- Comparative approach essential
- Weight of evidence evaluation effective
- Evidence needed at three levels
  - Chemistry
  - Toxicity
  - Markers in clinical studies

### Lessons Learned

#### II. Smokers unwilling to accept large trade-offs

- Taste
- Ritual
- Performance

##### Implications

- Must give smokers compelling reasons to change to modified cigarettes
- Product must be designed to be as much like other cigarettes as possible
  - Smoke      - Taste      - Convenience
  - Lighting   - Performance   - Appearance

### Lessons Learned

#### III. The Greater the Risk Reduction - The Larger the Product Trade-off

##### Implications

- Smokers must smoke a reduced risk product to benefit
- Reducing risk may demand substantial product trade-offs
- Degree of trade-off strongly influences cigarette acceptability
- Framework to communicate benefits

### Lessons Learned

#### IV. Real world learning is best

##### Implications

- No research design replicates the complex interaction of factors that will influence smoker behavior associated with reduced risk cigarettes
- What people say and what they do are different
- Can't rely on surveys, must monitor actual behavior

### Lessons Learned

#### V. Reduced risk cigarettes appear to appeal most to committed smokers

- Smokers intending to quit see no reason to accept trade-offs associated with modified cigarettes

##### Implications

- Fear of relapse or fewer quits may be unfounded
- The current market for reduced risk cigarettes is smaller than perceived

### Lessons Learned

#### VI. Perfection is an elusive goal

##### Implications

- All cigarettes present risk which must be evaluated within context of risk presented by current products
- Standards can evolve to address changes in consumer attitudes and beliefs and product design capabilities